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L1	12	"paid placement" and advertis\$6	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/04/18 09:33
L2	44	(bidding with placement) and adverti\$8	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/04/18 09:33
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L6	19	((adverti\$8 with bid\$3) with search) and weigh\$3	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/04/18 09:34
L7	14	6 and placement	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2005/04/18 09:35
L9	1965	(707/2).CCLS.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/04/18 09:35
L10	5011	(707/3).CCLS.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/04/18 09:35
L11	1739	(707/4).CCLS.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/04/18 09:35

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L13	4543	(707/10).CCLS.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/04/18 09:36
L14	1913	(705/37).CCLS.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/04/18 09:57
L15	3939	(707/104.1).CCLS.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/04/18 09:58



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Hemant K. Bhargava, Juan Feng

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Internet search engines and comparison shopping have recently begun implementing a paid placement strategy, where some content providers are given prominent positioning in return for a placement fee. This bias generates placement revenues but creates a disutility to users, thus reducing user-based revenues. We formulate the search engine design problem as a tradeoff between these two types of revenues. We demonstrate that the optimal placement strategy depends on the relative benefits (to provid ...

Keywords: bias, information gatekeepers, paid placement, promotion, search engines

2 [Website navigation architectures and their effect on website visibility: a literature survey](#)

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Search engines hold a promise of delivering relevant and useful information to the human user. The primary objective of this research project is to compare and report on different types of navigation schemes, their advantages and disadvantages, and the impact they have on the visibility of a webpage to a search engine crawler. The method employed was to review relevant literature, compare the advantages and disadvantages of navigation architectures and to reach a conclusion. It was found that ...

Keywords: crawler, design, human factors, navigation, performance, search engine, visibility

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
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